PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Claude Beck DATE: December 27, 1982

FROM: Jim Thompson

SUBJECT:

We need to have a media plan reduction of $20 million for 1983.

Let's review the 1983 plan as soon as possible.

JLT/mcf

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Source: https://www.industrydocuments.ucsf.edu/docs/yybn0004